



Birla Cellulose
Fibres from nature



ADITYA BIRLA
CELLULOSIC
FIBRES

liva
reviva



Circularity

The Future of Fashion



LIVA REVIVA

LIVA Reviva are fibres that uphold the principle of circular economy and empowering a new era of sustainable clothing. LIVA Reviva comprises of upto 30% textile waste blended with wood sourced from FSC® certified forests, thus, following the principles of Sustainable Forestry Management. Fabrics made with these fibres are characterized by their flawless drapes, impeccable fit and breathability while keeping you comfortable always. **LIVA Reviva** is available in two variants – LIVA Reviva Viscose and LIVA Reviva Excel (Lyocell).

Benefits



Safe For Planet



100% Plant Origin



Unmatched Flow



Impeccable Fit & Finish



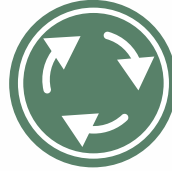
Soft Feel



Brilliant Shine



Skin Friendly



Promotes Recycling

As a commitment to circular fashion, LIVA Reviva operates with a unique “reverse logistics” for procuring the textile leftovers, creating significant value addition.



Sustainability at the Core

LIVA Reviva emphasizes on responsible manufacturing while remaining consciously fashionable. About 15-30% of fabric gets wasted during cutting & stitching of garments and most of it ends up in landfills or incinerators creating additional stress on resources, while also contributing to land/air pollution. LIVA Reviva instead recycles this fabric waste and blends with wood pulp to create a new class of fibres that offer similar properties as virgin viscose fibres.



Lower Water Consumption



Lower GHG Emissions

Global Recognition

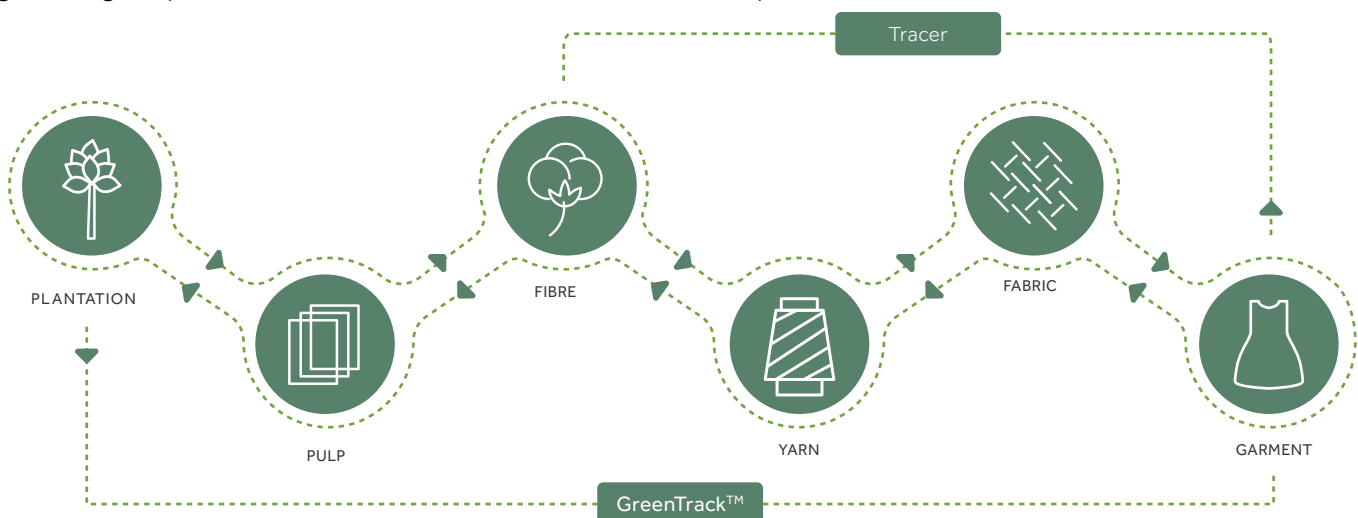


GreenTrack™

LIVA Reviva fibres can be tracked across the entire journey from source to the finished garment. Our proprietary **GreenTrack™** tool leverages blockchain technology to trace the upward & downward value chains, and verify through a **unique molecular tracer**, ensuring transparency. Partners can view this sustainability journey by registering on the **GreenTrack™** page through a quick scan of the QR code and make an informed purchase decision.



Scan to know more about GreenTrack™



Liva Reviva with Circulose

Liva Reviva made with Circulose is available with 30% recycled pulp. It comes with a RCS certificate, is traceable and can be mapped with GreenTrack.

Our commitment to the environment and to our customers has always been strong. Today, the alignment of values between them is what drives us to bring new and better products to our industry. With our global presence throughout the entire value chain- from plantation to pulp, to fibre and to fashion - we, through our business development platforms, facilitate our value chain partners (spinners, weavers, processors and garmentors) to build business bridges across geographies.

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